

## ORDER



**Orders**  
**Order / Rev:** 703885  
**Alt Order #:** 06259630  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1536  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 08/01/12 / 09/24/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	64	\$22,605.00	\$19,214.25
10/01/12	10/07/12	15	\$3,380.00	\$2,873.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	64	\$22,605.00	\$19,214.25	0.00
October 2012	15	\$3,380.00	\$2,873.00	0.00
<b>Totals</b>	<b>79</b>	<b>\$25,985.00</b>	<b>\$22,087.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WFMY-TV	30%	\$25,985.00
Market	100%	\$86,616.67

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	27%	\$23,386.50
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	2%	\$1,732.33
WUNL	0%	\$0.00
WUPN	4%	\$3,464.67
WXII	30%	\$25,985.00
WXLV	7%	\$6,063.17

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/25/12	10/01/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	5	\$55.00	P-4	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$55.00		0.00				
E 2	WFMY	09/25/12	10/01/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	5	\$80.00	P-4	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	09/25/12	10/01/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	5	\$80.00	P-4	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		5			\$80.00			0.00			
E 3	WFMY	09/25/12	10/01/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	7	\$60.00	P-3	0.00	NM	7	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		7			\$60.00			0.00			
E 4	WFMY	09/30/12	09/30/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$70.00			0.00			
E 5	WFMY	09/25/12	10/01/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		4			\$225.00			0.00			
E 6	WFMY	09/25/12	10/01/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		3			\$130.00			0.00			
E 7	WFMY	09/25/12	10/01/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	MTWTF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		4			\$275.00			0.00			
E 8	WFMY	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1			\$200.00			0.00			
E 9	WFMY	09/25/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		4			\$100.00			0.00			
E 10	WFMY	09/25/12	10/01/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		5			\$225.00			0.00			
E 11	WFMY	09/25/12	10/01/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		5			\$350.00			0.00			
E 12	WFMY	09/25/12	10/01/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		4			\$700.00			0.00			
E 15	WFMY	09/25/12	10/01/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--		5			\$375.00			0.00			
E 16	WFMY	09/25/12	09/28/12	M-F 730-8p Jeopardy	CM	730-8p	-TWTF--	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/25/12	10/01/12	-TWTF--		4			\$375.00			0.00			
E 19	WFMY	09/25/12	09/25/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1			\$2,000.00			0.00			
E 20	WFMY	09/25/12	09/25/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WFMY-TV

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E 20	WFMY	09/25/12	09/25/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-----		1			\$1,200.00			0.00			
E 21	WFMY	09/26/12	09/26/12	Wed Prime A Survivor: Philippine	CM	8-9p	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1			\$1,350.00			0.00			
E 22	WFMY	09/26/12	09/26/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--W----		1			\$1,000.00			0.00			
E 23	WFMY	09/27/12	09/27/12	Thu Prime C Elementary	CM	10-11p	---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1			\$1,100.00			0.00			
E 24	WFMY	09/28/12	09/28/12	Fri Prime B Made in Jersey	CM	9-10p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1			\$800.00			0.00			
E 25	WFMY	09/28/12	09/28/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1			\$800.00			0.00			
E 26	WFMY	09/29/12	09/29/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$475.00			0.00			
E 27	WFMY	09/30/12	09/30/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$1,000.00			0.00			
E 28	WFMY	09/25/12	10/01/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/25/12	10/01/12	MTWTFSS		7			\$350.00			0.00			
E 29	WFMY	09/25/12	10/01/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/25/12	10/01/12	MTWTF--		3			\$70.00			0.00			
E 30	WFMY	09/25/12	10/01/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	2	\$10.00	P-4	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/25/12	10/01/12	MTWTF--		2			\$10.00			0.00			
N 31	WFMY	10/01/12	10/01/12	M-F 730-8p Jeopardy	CM	730-8p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1			\$375.00			0.00			
Totals													79	\$25,985.00	